

PUBLIC INFORMATION

Program Goal

The Public Information Office disseminates information on city governmental services to residents, and assists them in using and understanding the information. The office also encourages participation in city government, develops programming for the government access cable television channel, and encourages motion picture filmmaking in the city of Phoenix through planning and coordinating city assistance to filmmakers.

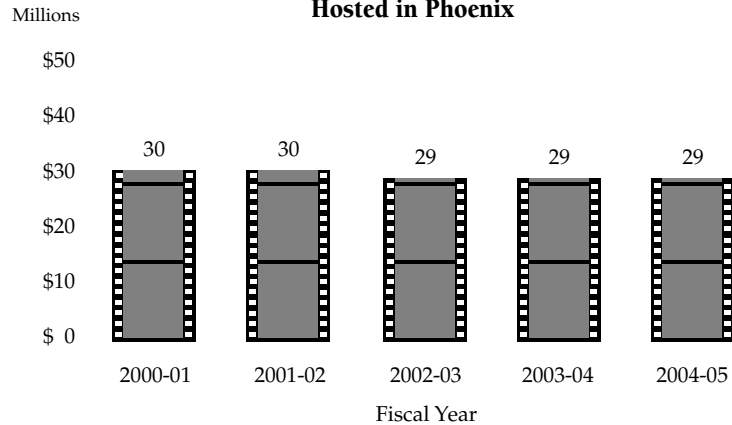
Budget Allowance Explanation

The Public Information operating budget allowance of \$3,437,000 is \$152,000 or 4.6 percent more than 2003-04 estimated expenditures. The increase is the result of a return to full staffing, increased advertising costs and normal inflationary increases. As part of the budget cuts made to balance the budget, these increases are offset by reductions in contract photography services and a delay of the Vision and Values employee recognition event until 2005-06.

Expenditure and Position Summary

	2002-03	2003-04	2004-05
Operating Expense	\$3,115,000	\$3,285,000	\$3,437,000
Total Positions	32.0	32.0	32.0
Source of Funds:			
General	3,098,000	3,276,000	3,429,000
Other Restricted	5,000	9,000	8,000
Solid Waste	12,000	—	—

Public Information – Economic Impact from Media Productions Hosted in Phoenix



Public Information Major Performance Measures and Service Trends

The following significant performance measures and service trends will be achieved with the 2004-05 budget allowance:

	2002-03	2003-04*	2004-05
Number of news releases, media advisories and public service announcements issued	350	350	350
City publications reviewed and produced (i.e., City Council newsletters, City Page, City Connection, Notes and various brochures for city departments)	235	235	235
Phoenix Channel television programs produced			
- Standard Programs	140	140	140
- Requested Unscheduled Programs	—	186	186
- Requested Planned Programs	—	19	21
Film/Video permits issued for movies, television programs, commercials and still photography	109	115	115
Economic impact of hosted media productions	\$29 mil.	\$29 mil.	\$29 mil.

*Based on 10 months actual experience.

The Phoenix Channel requested unscheduled and requested planned programs are new service level indicators. The projected increase for requested planned programs reflects a return to productions for other departments that were reduced in the current year by the requesting departments for various reasons. The number of film/video permits issued increased slightly from last year, although the economic impact is in line with the previous year. The economic impact in movies and television programs filmed remains stable, and continues to reflect a national trend in “runaway” production to Canada, Australia, New Zealand and South Africa. Revenue impact is determined by using the Association of Film Commissioners International Guidelines.